

Universal's "Little Man What Now" with Margaret Sullavan is Heading for Box-Office Honors Among Grosses Everywhere

Canadian Moving Picture DIGEST

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly
Telephone: Waverley 4929
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian
Moving Picture Digest
Company, Limited

259 Spadina Ave. Toronto

Vol. 26, No. 9

TORONTO 2, CANADA

June 23rd, 1934

25,000 ON PARADE



IN Toronto, on Sunday, June 24th, 25,000 men and boys marched in the Holy Name Union Parade. These participants came from all parts of Ontario for this annual

Archdiocesan reun-

ion and demonstration. The parade started at Queen's Park and wound up at "Oaklands," the De La Salle School, where a service was held. The parade was the largest of its kind held in years and exceeded all expectations.

Before this mammoth gathering, Rt. Rev. Msgr. John L. Hand, Arch-Diocesan Director, made a plea for the preservation of the Christian home, and emphasized that the Motion Picture craze was destroying the "sanctity of marriage bonds," — "a modern craze of the cinema was deteriorating the home."

Msgr. Hand in his denunciation of "the pictures of Hollywood" claimed "the destruction perpetrated on the youth of the American cities was more due to the movies and cinema than anything else."

The "Mail and Empire" had a headline, "Motion Picture Craze Assailed by M. Hand," a sub-headline, "Youth Destroyed by Films, Archdiocesan Director Declares," and a third sub-line, "Destroying Homes."

In this denunciation Msgr. Hand also said, "The accumulated sins and devices of the age seemed to have descended to destroy the home. The horrors of war and the greed of money lenders were desecrating the home. There was a serious disregard for the sanctity of marriage bonds, and unblushing disrespect of the natural responsibility of nature."

The press did not headline that "The Greed of Money Lenders" was destroying the home. Nor did it headline "The Horrors of War," as a destroying factor in the home. "The Accumu-

lated Sins and Devices of the Age" as destructive elements to home life were not cited as headline material but the Motion Picture was.

You, who control the Industry of Motion Pictures consider that 25,000 listened to the attack upon Motion Pictures; and millions will read the attack in the press of the world.

The Churches of the United States (Protestant) have also announced a special day on which they are going to launch an attack.

"Rome burns while Nero fiddles." The Industry plays "politics," forgetting that there is a stick of dynamite called "public opinion".

A LIBERAL GOVERNMENT

THE new Premier-elect of Ontario has, since his election, made a statement in respect to Censor Boards. He intimates that he is in favor of a nation-wide Censor Board of Films to replace the Provincial Boards.

It sounds like a liberalizing gesture, but The Digest's advice to the Industry of Motion Pictures is to centralize what power it has in organizing Public Opinion in its favor, and permit the Censor Boards to carry on as usual.

There are thousands of Canadian and American citizens who are movie fans, paid customers of Motion Picture Theatre. These are as intelligent, as respectable, as moral, as maternal and paternal as the thousands now organized not only to clip the wings of Motion Pictures, but to "cut its throat".

Here is the Industry's problem. Let politics alone, mobilize for Self-Defence!



RAY



RAY LEWIS

PRESENTS

DESPITE the world acclaim of such pictures as "Little Women", "The House of Rothschild", "Cavalcade", etc., etc., all of which preached the mightiest of sermons in a season famous for pictures of idealistic calibre, the Industry of Motion Pictures has never been subjected to such organized antagonism as it has had in 1933-34.

Has the Industry associated this anti-Film antagonism with Hitlerism and anti-Semitism? Look over some of the Hitlerized film propaganda not only in Germany, but in the U. S., when the bankers united to get rid of the "cloak and suit operators", the so-called "trouser-pressers" from the Film Industry. It meant nothing to these highly respectable Aryan gentlemen that their class of "Wiggins", "Harriman", etc., etc., have been impeached for alleged dishonorable financial banking practices, etc., etc. These and their millions of followers are anti-Semites, who would purge every Industry of Jewish blood, in order that these Aryan exponents of honour, fair play, justice, Christianity, might be better able to grab more millions for their greedy hands to control, greater dividends, greater profits, while millions go on the charity of Legislative Relief.

Who are at the head of the great International Munition Works, these who would in the name of Big Business, send millions of men to be shot to pieces by cannons, or poisoned by a chemical warfare, in order that they may mount up big sales and bigger profits for their Enterprises?

Let us take a look at Canada, a young country, a British Dominion. Let us narrow this down to a few provinces, Ontario for example, where we have just come through a provincial election. You who have heard men in high places call each other traitors, thieves, corrupters, and maladministrators, etc., etc., know that those who were accused were not associated with the Motion Picture Industry, nor were they Hebrews.

Four years ago we had a Federal election. The Liberals were then in power. Gentlemen of the Senate were accused of having stolen millions from Canada in respect to Beauharnois, etc. These were not associated with Motion Pictures, nor were they Jewes. The political debauchers of Canada, according to the accusations of men in high places, are not Motion Picture magnates, nor are they other than respected Christians, the accused and the accusers.

WHAT could be more demoralizing to a nation, the home, the youth and children of a nation than the orgy of slander and calumny through which we have passed. We have read in our press how men elected to the sacred office of

public service, those who have made the laws of the nation under which we live, those who have appointed the very judges who have administered the Justice under which citizens are acquitted, or convicted of alleged crimes stand accused as traitors to their country and as dishonest men, if we are to believe their accusers. What could be more demoralizing, I repeat than this destruction of faith which we have passed through, and which unquestionably, has destroyed the faith in good government, of our children?

Always man seeks a goat. Today it is Motion Pictures and the Jew! Why is there not an organized attack against the politics of a nation which deliberately uses all manner of corruption in the machinery of its operation? Why is there not a parade and organized effort made by Christians to get rid of political graft, the politically corrupt machinery which respectable and respected gentlemen accept without audible protest?

A HUNDRED Motion Pictures could not do the damage to the children of Canada which the last election campaign has done. It is not a good example of law and order, respect for government, to have the press and Radio broadcast a story that the Premier of Ontario was hit with tomatoes, etc., that someone told him at a public meeting, to go to hell, etc., etc.

Those who seek public office, inspire, incite the populace to attack, and then they invoke the law in an effort to suppress the very sedition, riot, rebellion, which they themselves have inspired.

It does not take much inciting of such political disorder to demoralize and inflame a populace which has lost its morale, its sense of values, its sense of decency and respect through the privations of an Economic Depression unprecedented in the history of a civilized world.

Men have had no employment for years. They have lost their home, they are dependents on charity for cast-off clothing, for legislative charity, for food, for rent. They have begged for a bit of money from friend, from stranger. Their children have sat on the street upon the few bits of furniture which the bailiffs have deposited there. Where is the voice, the Mighty Voice of a Mighty Leader to speak against those who stand accused for the sufferings of Unemployment, etc.?

It is safe to cry out against Motion Pictures because the producers of Motion Pictures are not among the parishioners of a religious institution. It is safe for women to cry out against the demoralizing influence of Motion Pictures, because their respective husbands are not in the Motion Picture Business.

(Continued on page 5)

Warner Circuit Buys M-G-M, RKO and Warner Pictures

Fifty-two Features from M-G-M

The new season's line-up from Metro-Goldwyn-Mayer promises 52 features, 181 short subjects and 104 issues of Hearst Metrotone News.

Among the listed stars we find, Marie Dressler, William Powell, Myrna Loy, Gloria Swanson, Warner Baxter, Jackie Cooper, Lionel Barrymore, Loretta Young, Constance Bennett, Helen Hayes. Norma Shearer is slated for "The Barrets of Wimpole Street", with Fredric March and Charles Laughton in support. Sydney Franklin director.

Clark Gable, Wallace Beery, and Robert Montgomery will do "Mutiny On the Bounty". Frank Lloyd will direct and Thalberg will produce this picture as well as the Norma Shearer picture.

Norma Shearer will have another winner in "Marie Antoinette" Charles Laughton will appear as Louis XIV, and Herbert Marshall as Count Fersen. Sydney Franklin will direct.

Ann Harding and Robert Montgomery will appear in "Biography of a Bachelor". E. H. Griffith will direct.

Joan Crawford will star in "Indo-China", which Victor Fleming will direct. Wallace Beery will star in "West Point of the Air", produced by Monta Bell. Richard Rossen will direct.

Jean Harlow will take a bow with "His Brother's Wife", an original story by George Auerbach. Marion Davies will star in "Movie Queen".

There will be three musicals, "The Merry Widow", "Naughty Marietta", "In Old Vienna". Among the classics of literature "David Copperfield. The field of novels presents "Tish", by Mary Roberts Rinehart; "Timberline", by Gene Fowler, "Vanessa", by Hugh Walpole; "The Casino Murder Case", by S. S. Van Dine; "Wicked Woman", by Anne Austin; "The Story of Iris March", none other than Michael Arlen's famous book "The Green Hat".

Among the plays, "No More Ladies", "What Every Woman Knows", "Forsaking All Others", "Her Excellency's Tobacco Shop".

Among the comedies, two are scheduled for Jimmy Durante with an all-star cast.

Ned E. Depinet Comes In for Praise

Ned E. Depinet, one of the most popular of film executives came in for much praise "as the man who kept the company going in its darkest days".

This tribute to the President of RKO Productions came at the closing sessions at the Drake Hotel, during the RKO Convention. The speaker was J. R. McDonough, President of RKO. B. B. Kahane, President of RKO Studios, Inc., was also praised for his work in "maintaining the quality of Radio films".

Among the executives present were Mr. McDonough, Mr. Kahane, Mr. M. H. Aylesworth, President of NBC and Chairman of the Board of RKO Radio Pictures. Major L. E. Thompson of the RKO Theatre Corp., Mr. Depinet, Mr. Jules Levy, Vice-President and General Sales Manager of RKO Distributing Corporation; Phil Reisman, Vice-President of RKO Export Corp., and Sol Newman, Managing Director of RKO Radio Pictures Ltd., of England.

Mr. McDonough is reported as having dedicated himself to the leadership of the company's executives, of whom he said "they are the company's greatest asset". It appears that we have again returned to the cycle of showmen for show business; and again The Digest was right.

Ray Presents

(Continued from page 4)

It is safe to cry out against the Jew because ever since his exodus in the time of Abraham some tribe, or nation has cried out against The Jew. It is an ancient hatred and a convenient one to use, just as convenient as was the Christian to Nero, when Nero burned Rome, and accused the Christians of having perpetrated this atrocity.

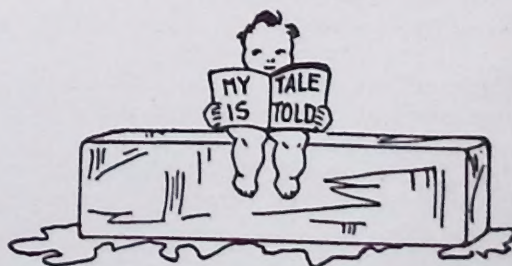
GIVE us a Liberal Government, shouted Christian and Jew, because a Liberal Government is not intolerant, a Liberal Government believes in Freedom, etc., etc. And members of the Motion Picture Industry joined in this cry, and worked for such an objective, also overlooking the fact that in the Province of Quebec, we have had a Liberal Government for 30 years; and that this Province has prohibited children under sixteen from attending Motion Pictures, that this Province has been "a thorn in the flesh of Motion Pictures" for years; this province is famous for its anti-Semitism, this Province of Quebec has refused to give women the right to vote, that its provincial laws concerning women belong to the Dark Ages and just about fit in with Hitler's policy of "kitchen and bedroom", cook and breeder. This Province of Quebec with its Liberal Government will shortly introduce in its hospitals a by-law that no Jew can be an interne at a hospital, maintained by taxes paid by Christians and Jews, and supported by contributions of Christians and Jews.

Mr. "Mitch" Hepburn intimates that he is opposed to provincial Film Censorship. I advise the Film Industry, as I have on numerous occasions advised it, to pay a little less attention to the machinery of politics and a little more attention to its customers. If propaganda can be organized against Motion Pictures, it can be organized in its favour.

The Industry caters to women generally. Ask women what they think of the title of a picture, or a situation in a picture. What women think of publicity concerning stars. What women think about the Motion Picture Industry.

The executives of Motion Pictures are the sons of women, and believe it or not, your mothers did not give you all of their brains, they retained a sufficient amount to function as intelligent citizens even after you were born. Ask the women what they think and what they would advise in respect to this organized anti-film propaganda.

One female idea might hatch out a flock of friends!



Regal Films Makes Great Headway with British Film Distribution

Warner's "20 Million Sweethearts" Brings Quigley Award to Canada

Warner Bros. "20 Million Sweethearts" may be thanked, for bringing the coveted Quigley Award for the month of May, for the best advertising and exploitation campaign put across by a theatre manager in the world to Canada for the first time.

Gene Curtis, manager of the Palace Theatre, Montreal, and his publicity director, Ken Finlay, have won honorable mention in each award since the first one in January was bestowed upon a Warner theatre manager, by Presidential Secretary Stephen Early in Washington, D. C.

So when the judges gave them the Quigley plaques, it was only fitting that the presentation should take place at an auspicious occasion. On Wednesday in the Mount Royal Hotel, Montreal, at the regular session of the Advertising club of that city, Mayor Camillien Houde was guest of honor along with Messrs. Curtis and Finlay, Col. John A. Cooper, Col. W. E. Hopper, acting United States consul in Montreal, the president of the advertising club and a few other distinguished guests. The Mayor presented the plaques, with suitable tributes to the international achievement which brought such credit to Canadian showmen. He also gave Mr. Curtis and Mr. Finlay small tokens of appreciation from H. O. Paynter, Canadian General Manager of Warner Bros.

Telegrams and cables from all over the world congratulating Curtis and Finlay were broadcast at the end of the luncheon and movies were taken of the head table guests. Mr. Paynter was prevented from being present at the luncheon, but every representative body in the industry turned out to honor the popular Montreal manager and his assistant. Laura Elston from the Warner head office represented the producers of "20 Million Sweethearts".

Baer-Carnera Film Goes Astray

The sensational Baer-Carnera fight film which was presented at the Imperial, Toronto, during the week, met upon a misadventure on its trip to Montreal. Someone has the fight film, for it did not arrive at the theatre where it was scheduled to appear in Montreal, and another print was rushed to Montreal from Toronto by aeroplane. Patrons who attended the morning and afternoon performances at the theatre in Montreal were informed as to what had occurred.

Theft of fight films is not without precedent, several such thefts being reported for other fight films on other occasions.

Will McLaughlin Honoured

Will McLaughlin, Motion Picture editor of the Journal, Ottawa, was presented with a silver tea service by Lieut.-Col. R. F. Parkinson, D.S.O., the managing director of the Journal on behalf of the staff. Mr. McLaughlin recently took unto himself a bride, hence the tea service, and not the proverbial "stein on the table and a good song ringing clear".

Congratulations, Will McLaughlin, glad you are married. The Digest's editor is, so why shouldn't you be!

The Variety Theatre of Calgary, Alta., leased by Famous Players, will be dressed up by the City Lands Committee, which is warden for the City of the Variety Theatre building. The city will make a real theatre of "Variety" for Famous Players, and yet some people say, "There is no Santa Claus".

Decentralization of Theatres

Emanuel Cohen as the head of Paramount productions states that he believes that Paramount's 1933 production was "greater than that of any other company."

The 1933 profit year followed a 1932 production loss of \$5,000,000. Cohen admitted that in 1931-32 the Paramount pictures were second in the expense of production, while box-office results "ranked them near the bottom of the market".

The difference between Emanuel Cohen and Ray Lewis is that in 1931-1932 Ray Lewis said Paramount Pictures "ranked near the bottom of the financial market", while Mr. Cohen only admits this summing up in 1934.

"One of the greatest steps of progress made has been the decentralization of our theatres, and their operation by the men who built them."

This decentralization policy is one which The Digest advocated when the centralization epidemic hit the industry; and New York executives believed they could operate their world film interests from a desk in the Paramount Building.

Of particular interest is the statement of the General Manager, George J. Schaefer as follows: "We will not have to borrow one red cent from anywhere to meet production costs next year."

What an envious position to be in. Mindful of the first prosperous days of Motion Pictures, with bankers begging to get a "look in" and money cheap for production and theatre building purposes.

United Amusements

Adopts "Wide Range"

The United Amusement Corporation, owners of a large chain of high class neighborhood theatres in Montreal, whose houses, are equipped with Northern Electric "Voice of Action" Sound Systems, has now added "Wide Range" to its equipment at the "Rivoli" which "opened" on Saturday with a Double Bill featuring "Melody In Spring" and "This Man Is Mine", before a capacity audience which expressed approval in no uncertain manner according to Mr. J. Ledden, the manager.

Because Wide Range may be added to standard equipment of the same manufacture without a shut down, the Rivoli was able to maintain its regular schedule while the changes were in progress.

Kiwanians Pass Resolution

Against Salacious Films

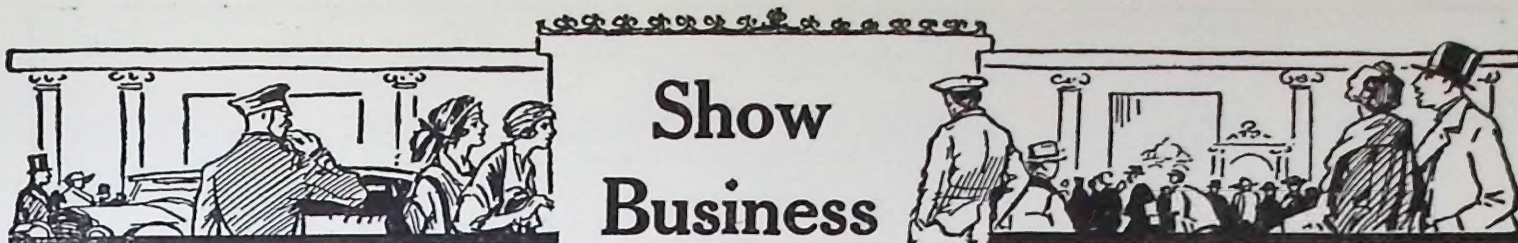
The Kiwanis International which closed its 18th annual convention at the Royal York Hotel passed among numerous resolutions, the following one, "Be it resolved that we whole-heartedly approve and endorse the movement which has heretofore been initiated, to arouse, foster and inculcate a militant public opinion against salacious, undermining and unsavory motion pictures".

"It is Brute", and where were the valiant theatre Kiwanians, who have been co-operated with this brotherhood for years in benefit performances, etc., etc., who permitted such a resolution to be put or presented for motion.

Evelyn Laye is appearing in "Evensong", directed by Victor Bayville, for British Gaumont. Other songbirds in the cast are Alice Delysia of London and continental fame, also the Spanish coloratura soprano Conchita Supervia.

Regal will release "Evensong" in Canada.

Universal's Star of Early Days, Clara Kimbal Young, Returns for "Romance in the Rain"



Vitaphone Announces 130 Shorts for Season

With most of the major producers of short subjects planning to cut down on the number of releases for the coming season, Norman H. Moray, Vitaphone executive in charge of shorts and trailers announced recently that his company will release a total of 130 short subjects for the 1934-35 selling season. This is the same quantity of shorts as on last year's program, and includes 2 three-reel specials; 50 two-reel subjects and 78 single reel numbers, with at least twenty of the subjects to be produced at the Warner Bros. studios in Burbank, California.

Williard Mack to Dialogue Gable-Harlow Play, M-G-M

Willard Mack, famous writer, actor and director, was last week signed by Irving Thalberg to write the dialogue for "China Seas", which Tay Garnett is to direct with Clark Gable and Jean Harlow.

Based on Crosbie Garstin's sensational novel, the story deals with the "invisible empress" of a province in China. Typhoons and other thrills vie with the romance of the strange queen of a primitive land, and her romance with a ship's sailing-master.

"Murder in the Private Car" has been selected as final title for the Metro-Goldwyn-Mayer film formerly titled "The Rear Car".

Scenes from Cantor's "The Treasure Hunt" at Fair

The opening scene of Eddie Cantor's fifth musical production for Samuel Goldwyn, "The Treasure Hunt", will be filmed at the Century of Progress International Exposition in Chicago, it was announced recently.

At the invitation of Rufus Dawes, president of the Exposition, Mr. Goldwyn has sent Walter Mayo, production manager, and a crew of cameramen to Chicago. Cantor and Ethel Merman, who has an important role opposite the wide-eyed star, will visit the fair for scenes in the picture as soon as their work at the studio is completed.

"The Treasure Hunt" will be released through United Artists.

"Men in White" Capital Holdover Draws Reviews

Enthusiastic reviews and one of the biggest box-office grosses of the year greeted "Men in White" at the Capitol Theatre, New York, where the new Clark Gable film is now playing a two-week holdover. This adaptation of the Pulitzer prize play of the same name has Myrna Loy, Elizabeth Allan and Jean Hersholt in other leading parts.

"My Song for You"

Jan Kiepura, Sonnie Hale, Aileen Marson and the production staff of "My Song For You" for Gaumont-British, leave London this week for Cape Martin, on the Riviera, where scenes will be shot in "Gatti's" coastal villa and aboard the opera-star's yacht.

James Dunn Opposite Jean Parker

James Dunn has been assigned the male lead opposite Jean Parker in Metro-Goldwyn-Mayer's forthcoming production, "Have a Heart", which David Butler will direct.

The story is an original by Mr. Butler and Buddy DeSylva, adapted to the screen by Florence Ryerson and Edgar Allen Woolf.

Una Merkel and Stuart Erwin are the only other players so far selected for the cast.

Irvin S. Cobb Does Comedy for Hal Roach

Irvin S. Cobb's initial effort in comedy motion pictures, which, it is declared by Hal Roach studio officials, will prove a pleasant surprise to friends and fans of the noted writer-humorist, has been finished and will shortly be released under the title, "Speaking of Relations". Prior to being nationally distributed, however, the picture will be privately exhibited before a select audience of newspaper and magazine critics and distinguished friends of Cobb, in Los Angeles.

RKO Radio to Release 50 Features and 200 Shorts

RKO Radio Pictures will produce and release fifty features, two hundred short subjects and continue the release of Pathe News during the coming season, Ned E. Depinet, President of the RKO Distributing Corp. announced recently at the afternoon session of the sales convention held at the Drake Hotel, Chicago.

COMPLETE Theatre Equipment and Supplies

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.
Everything for the Theatre
from Sheet to Street.

Coleman Electric Co.

258 Victoria St.
TORONTO, ONT.

Toronto Theatres

LOEWS—Manager Jules Bernstein — Clark Gable, William Powell, Myrna Loy, in the Metro-Goldwyn-Mayer production, "Manhattan Melodrama".

IMPERIAL—Manager Jack Arthur — Shirley Temple in "Little Miss Marker", a Fox picture, with Adolphe Menjou.

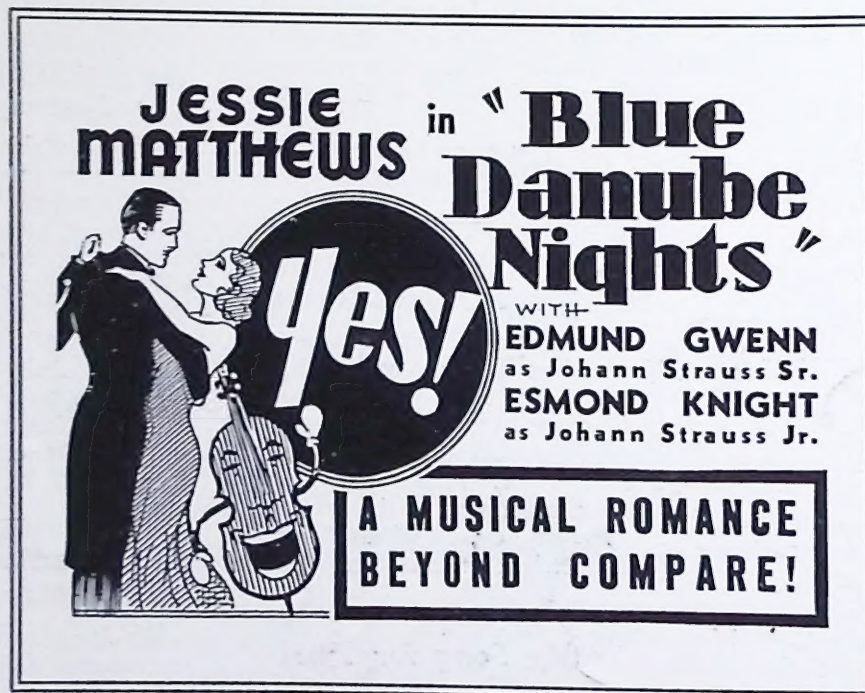
TIVOLI—Manager D. Krendal — The United Artists production, "The House of Rothschild", with George Arliss.

SHEA'S—Manager Jerry Shea — Paul Lukas and Constance Cummings in the Universal production, "Glamour".

UPTOWN—Manager Tom Daley — "Thirty Day Princess", a Paramount picture, starring Sylvia Sydney and Cary Grant.

Heavyweight Champion Max Baer Goes to M-G-M for First Film, a Marine Story

An Entirely New Idea in Musical Pictures! The Unforgettable Strains of "The Blue Danube" as the Background of the Prettiest Romance That Has Ever Been Put on the Screen!



An Enchanting Story of Youth, Love and Gaiety in Old Vienna Charmingly Told! Music, Romance, Comedy! Gorgeous Settings! Distributed in Canada Exclusively by Regal Films Ltd.